

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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June 24, 1997

RJR Account #044880

Mr. P. Martin

A. D. BEDELL

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear Page:

WINSTON B1G1F product has been ordered (see quantities listed below), as well as 23 skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

	<u>WINSTON</u>	<u>#/ (6M) Cases</u>
<u>UPC Code</u>	<u>Brand Style</u>	<u>B1G1F</u>
12300-24091	Box	3
12300-24092	Light Box	3
<u>Product / Premium Arrival:</u>	<u>July 14, 1997</u>	
<u>Ship Date to Retail:</u>	<u>Week of: July 28, 1997</u>	
<u>SKU CUBE:</u>	1.4360	
<u>SKU WT (w/o Product):</u>	3.7500 lbs	
<u>Retail Sales Offer per Sku:</u>	20 units	
<u>Billing per Sku:</u>	4 Full Price Cartons	
<u>EFT \$ Amount:</u>	<u>\$749.02</u>	
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>	

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B2G2F
A. D. BEDELL

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$42.00 (1.5 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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New package deal on New Winston.

New
Winston

BUY 2.
GET 2.

No
additives.
True
taste.



- Introducing new no-additive Winston
- Totally redesigned package lets customers know Winston is new inside and out
- Special buy 2, get 2 free August launch promotion
- New offer in eye-catching promo package
- Complete national advertising roll-out will drive traffic



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#700465

WHOLESALE PACKING INSTRUCTIONS

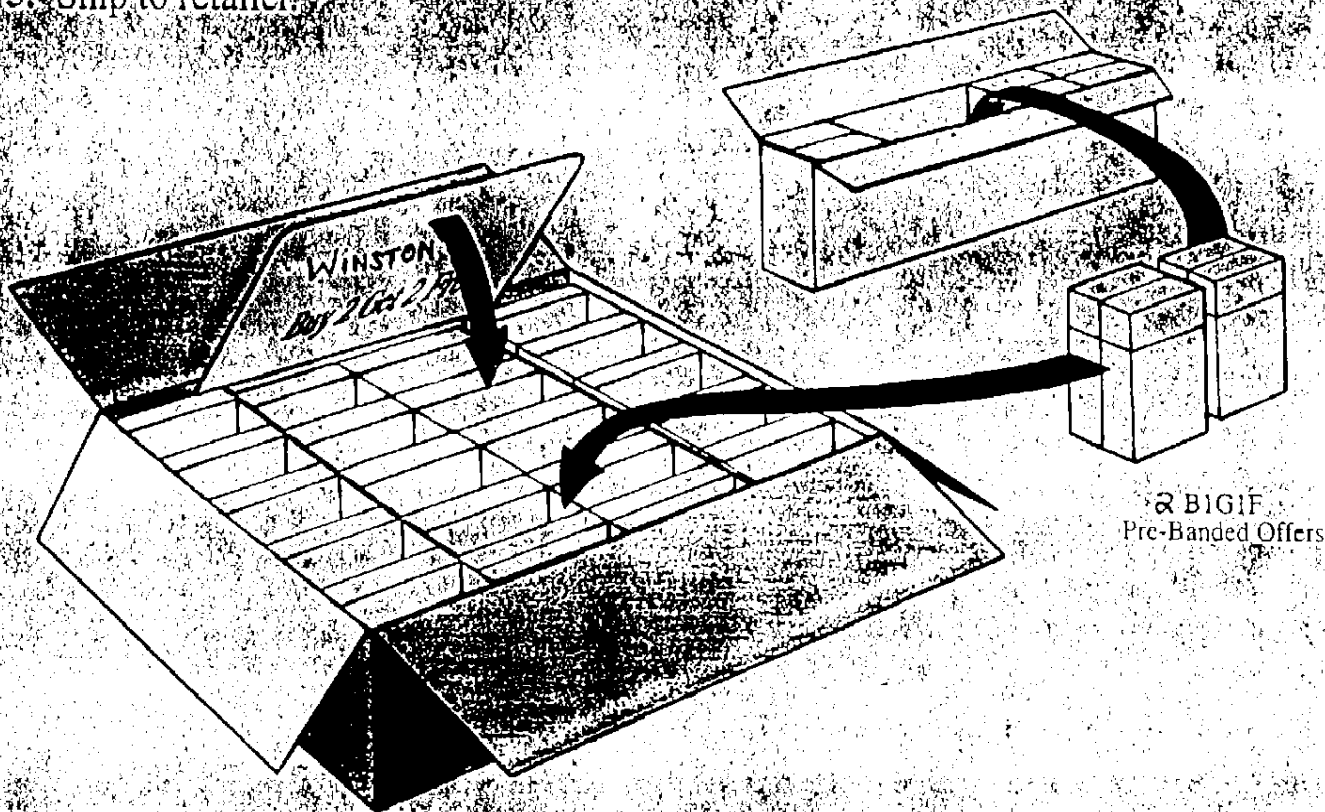
VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS:

1. Open Winston B2G2F shipping case.
2. Place 2 B1G1F offers of the same brand style into each Winston sleeve (each case contains 20 sleeves).
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" Offers



Item: # 526982

Description: WINSTON B2G2F Sleeve / POS Kit

Brand Style	WINSTON Box	WINSTON LT Box				
Number of Cartons	4	4				

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5N55B2

WORKPLAN VAP TEMPLATE LISTING

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WHOLESALE : 044880 A. D. BEDELL CO. <DIRECT>
TEMPLATE : 700465 70800 WIN AUG B2G2F
TEMPLATE SEQ : 0012
SALES LEVEL : 16XXXX

DATE: 97-06-19
TIME: 02:33 PM

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701	1	NYS			(716)483-5371
162606	162628	764502	MCKINLEY S MARKET	439 WILLARD ST	JAMESTOWN	NY	14701	1	NYS			(716)664-6955
162607	162627	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	5				(814)887-5585
162607		543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	1			917609	(814)968-5480
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1			941856	(814)435-2178
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1				(814)834-7070
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	3				(814)726-0341
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365	1				(814)723-5705
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	1				(814)438-3422
173001		572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVILLE	PA	16341	1			939827	(814)589-7696
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	4				(814)827-1227

PAGE BREAK TOTAL ACCOUNTS 11 TOTAL QUANTITY 20

TEMPLATE TOTAL ACCOUNTS 11 TOTAL QUANTITY 20

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

07/30/97

ACCOUNT NUMBER: 044880 A.D. BEDELL
VOUCHER NUMBER: 15363197 PO BOX 349
DATE WRITTEN: 07/30/97 SALAMANCA , NY 14779
STATUS: PAID
AMOUNT PAID: 42.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.50	42.00

EXPLANATION: AUGUST: WINSTON B2G2F #700465/C. ALESSANDRA

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